

IN THE CLAIMS:

Claim 1 (Currently Amended): A gamma reference voltage generating circuit in a liquid crystal display, comprising:

a first gamma power unit receiving a first power from a power converter and outputting a first gamma voltage for a reflective driving mode of the liquid crystal display;

a second gamma power unit receiving a second power from the power converter and outputting a second gamma voltage for a transmissive driving mode of the liquid crystal display; and

a switching unit selecting one of the first gamma voltage of the first gamma power unit and the second gamma voltage of the second gamma power unit, and outputting the selected gamma voltage to a source driving circuit.

Claim 2 (Canceled).

Claim 3 (Canceled).

Claim 4 (Original): The circuit according to claim 1, wherein the first and second gamma power units use different power voltages.

Claim 5 (Original): The circuit according to claim 1, further comprising a buffer buffering the selected voltage output from the switching unit, and outputting a buffered voltage to the source driving circuit.

Claim 6 (Original): A gamma reference voltage generating circuit in a liquid crystal display, comprising:

- a DC/DC converter generating a first power V_{DD1} and a second power V_{DD2} for one of a reflective driving mode and a transmissive driving mode;

- a switching unit selecting and outputting one of the first power and the second power;

- a first gamma power unit inputting the first power from the switching unit and outputting a first gamma power;

- a second gamma power unit inputting the second power from the switching unit and outputting a second gamma power;

- a first common power unit inputting the first power from the switching unit and outputting a first common voltage; and

- a second common power unit inputting the second power from the switching unit and outputting a second common voltage.

Claim 7 (Canceled).

Claim 8 (Original): The circuit according to claim 6, further comprising a buffer buffering the first and second gamma voltages output from the first and second gamma power units, and applying the buffered voltage to a source driving circuit.

Claim 9 (Currently Amended): A liquid crystal display device, comprising:

- a liquid crystal display panel;

- a source driving circuit connected to the liquid crystal display panel;

- a gate driving circuit connected to the liquid crystal display panel;

- a first output unit receiving a first power from a power converter and producing a first voltage during a reflective driving mode of the liquid crystal display panel;

- a second output unit receiving a second power from the power converter and producing a second voltage during a transmissive driving mode of the liquid crystal display panel; and

- a switching unit selecting one of the first and second voltages, and outputting the selected voltage to the source driving circuit.

Claim 10 (Canceled).

Claim 11 (Canceled).

Claim 12 (Original): The circuit according to claim 9, wherein the first output unit is supplied with a first power voltage and the second output unit is supplied with a second power voltage different from the first power voltage.

Claim 13 (Original): The circuit according to claim 9, further comprising a buffer buffering the selected voltage output from the switching unit, and outputting a buffered voltage to the source driving circuit.

Claim 14 (Currently Amended): A method for generating a reference voltage for digital/analog conversion in a source driving circuit of a liquid crystal display device, comprising the steps of:

- providing a first voltage received from a power converter during a reflective driving mode of the liquid crystal display device;

- providing a second voltage received from the power converter during a transmissive driving mode of the liquid crystal display;

- selecting one of the first and second voltages; and

- providing the selected voltage to the source driving circuit.

Claim 15 (Canceled).

Claim 16 (Original): The circuit according to claim 14, further including the step of supplying the first output unit with a first power voltage, and supplying the second output unit with a second power voltage different from the first power voltage.

Claim 17 (Original): The circuit according to claim 14, further comprising buffering the selected voltage output from the switching unit, and outputting a buffered voltage to the source driving circuit.